



FOR IMMEDIATE RELEASE

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**L&M DESIGN LLC IS URBAN PLANNER
FOR
MAJOR MIXED-USE NEIGHBORHOOD IN FT. LEE, NJ**

L&M DESIGN LLC of Radnor, PA has completed the masterplan and conceptual design for Centuria, a mixed-use neighborhood located on a 15.7-acre site adjacent to the George Washington Bridge in Ft. Lee, New Jersey. This long-anticipated revitalization effort, equivalent to four city blocks, is being developed by Town & Country Developers, Inc., of Woodcliffe Lake, New Jersey. The project received final approvals from the Ft. Lee Planning Board during its April 2005 meeting.

Michael Giardino, AIA, PP, Principal of L&M DESIGN LLC, explains “The design concept creates a new downtown center for Fort Lee and will revitalize retail street life. It includes hotel and office anchor tenants, a variety of retail and restaurant enterprises, and residential living opportunities ranging from townhomes to flats to highrise penthouse condominiums.

The Centuria masterplan is organized into two sections: One, to the East of Martha Washington Way, a major thoroughfare to the George Washington Bridge; and the other to the West of Martha Washington Way. The project’s pivotal location at the foot of the George Washington Bridge makes Centuria ideal for the density and mix of uses being planned.

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The East sector will house over six hundred dwellings including a fourteen-story view-oriented luxury condominium and multiple five-story residential buildings organized around garden courtyards. Main Street frontage is slated to house retail shops and restaurants. Residents and the public will share an internal structured parking garage shielded from view by the project's architectural design. Residents of the new community will enjoy a lavishly designed clubhouse which features an outdoor pool fed by a three-story waterfall. The club will contain a community living room, a business center, a two-story fitness center with exercise and aerobic rooms, and a full-service spa.

Centuria's West sector includes a 242-room luxury hotel, a conference center, an office tower, residential dwellings and street-level retail occupancies. The synergy of this use mix is anticipated to be a strong element in Centuria's success.

Local merchants are hailing the project as a "boon" to the town of Ft. Lee. It will serve as a powerful catalyst for the revitalization of one of the last of the Gold Coast's undeveloped locations. Formerly known as the Helmsley Tract, the site has sat neglected for over 30 years."

L&M DESIGN LLC provides architecture, planning and urban design services to developers throughout the East Coast and the Midwest. The firm's work includes master planning and architecture for large-scale mixed-use residential and retail communities, brownfield redevelopments, commercial retail centers, and high-density infill properties.

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